

Preparation and planning key to navigating product recalls

DOVER, Del. – About 1 in 6 Americans gets sick every year from foodborne illnesses. Under the Food Safety Modernization Act (FSMA), FDA and the USDA work closely to trace the cause and origin of these illnesses. Traceability is key so the origin is quickly detected, and a recall enacted, preventing others from becoming ill. Preparation and planning are necessary for produce growers and businesses in the supply chain to successfully navigate a product recall.

The Delaware Department of Agriculture's Produce Safety Program will present the United Fresh Recall Ready Workshop on January 22, 2020 at Dover Downs from 8 a.m. to 5 p.m., registration and breakfast will begin at 7:30 a.m. Registration is required, but the event is free for registered attendees.

The Recall Ready Workshop is a one-day, hands-on training that will help producers and companies understand the fundamentals of a product recall. Attendees will gain an understanding of their rights and responsibilities, the role of FDA and/or state regulatory agencies, how to limit their liability, and how to manage customer expectations. During a crisis, effectively communicating to the industry, customers, consumers, and the media is vital. Developing a communications plan that incorporates key points and answers media questions, can make all the difference in minimizing the impact on the local business and economy.

Registration is available online at <https://de.gov/producesafety> or by emailing Anna Wicks at anna.wicks@delaware.gov. The workshop is limited to the first 56 registrants. Registration closes on January 10.

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